

Cardiovascular Disease: Knowledge is Power

August 10, 2006

Agenda

- *USASMA and CVD*
- *American Heart Association statistics*
- *Healthy at Heart*
- *Rationale and Enrollment*
- *Questions*

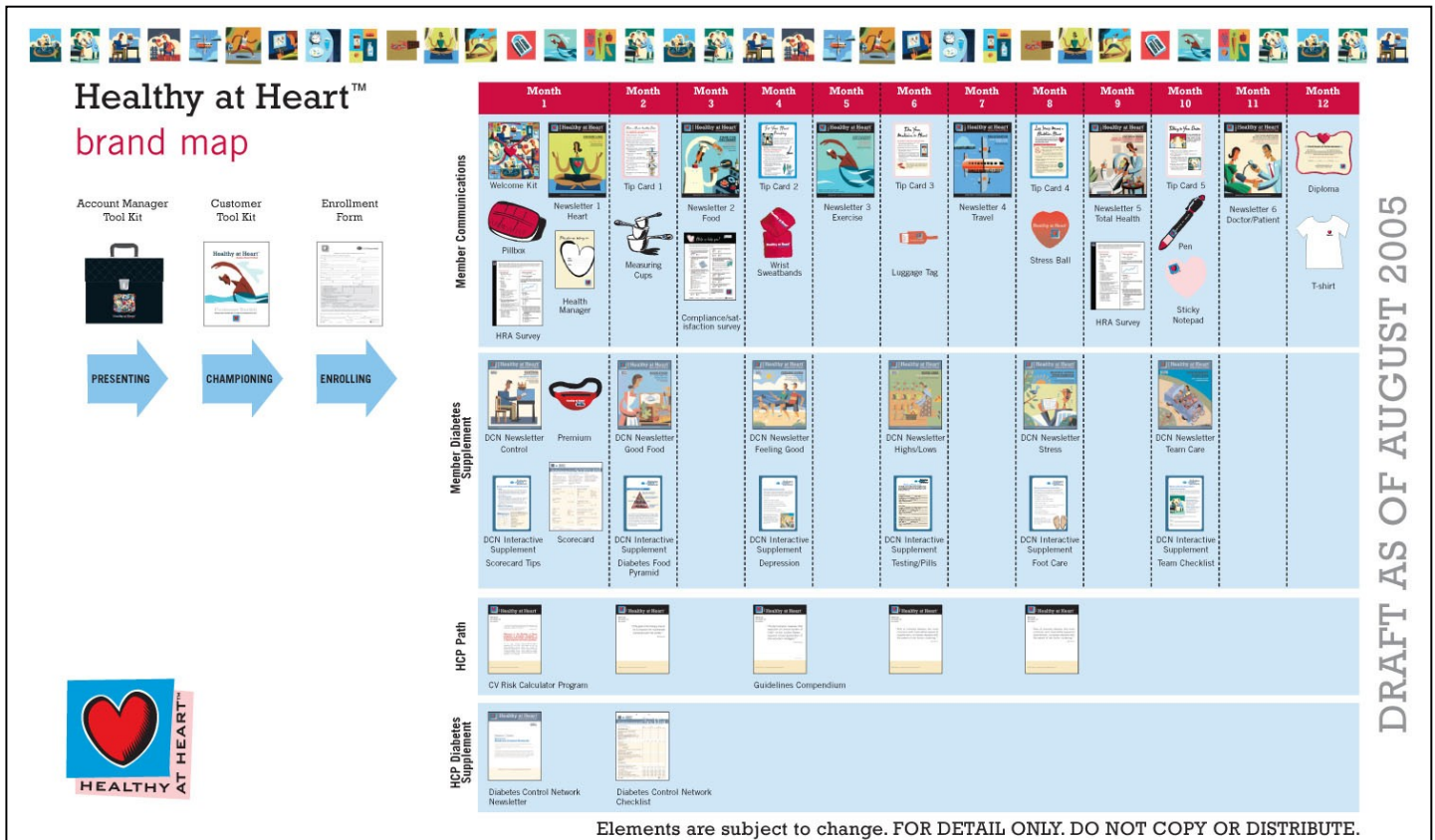
Cardiovascular Disease (CVD) is a Significant Opponent

- Almost every year the USASMA program sees 1 death due to CVD.
 - Soldiers will receive an educational program
 - Spouses have a need for education
- 58% of all deaths in 2003 were from CVD.
- 1 of every 2.7 deaths in the U.S. is due to CVD.
 - 2500 Americans die each day
 - 1 death every 35 seconds
 - CVD vs. breast cancer
- Estimated direct and indirect cost of CVD and stroke in 2005 is \$393.5 billion.

Cardiovascular Risk Factors Tend to Cluster:

- Most patients with 1 CV risk factor have another
 - 64% of patients with high blood pressure also have high cholesterol
 - 47% of patients with high cholesterol also have high blood pressure
 - 63% of patients with Diabetes also have high blood pressure and high cholesterol
- Know what CVD and Diabetes are and how they can affect your health.
- Leadership opportunity
 - Increase awareness and encourage people to go to their doctor

Introducing Healthy at Heart Reduce Your CV Risk



DRAFT AS OF AUGUST 2005

A Positive Approach to CVD Communication

- Series of educational newsletters
 - Mail or Online availability
- Positive, optimistic, patient-focused approach
 - Simple explanations
 - News and recent findings
 - What to expect
 - Success stories
 - Expert advice
 - Useful health tools
- Tip Cards, Health Diary, Recipe Database, Incentives
- Surveys

Rationale and Enrollment

Healthy at Heart:

- May help to improve health outcomes by encouraging and educating about lifestyle modification and compliance.
- Addresses overall CV risk including high cholesterol, high blood pressure, and diabetes.
- Individuals who become better educated may enjoy better overall health.
- You can help encourage others who may feel defeated by their health condition.
- Enrollment
 - Must opt into the program
 - Look for the invitation letter and enrollment form.



Summary

- *Healthy at Heart is an educational program designed to improve your knowledge and help you communicate with your doctor.*
- *The information in the program will help you be a resource to others in the fight against CVD.*

Questions?